

PERCEPTION ON UNISEX CLOTHING AMONG APPAREL DESIGNERS: A STUDY

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ABSTRACT

In this study an attempt has been made to identify the perception on unisex clothing among the fashion designers. Further this study identifies the fashion consciousness among the fashion designers opinion, attitude and barrier on unisex clothing. A total of 90 questionnaires were distributed among the students across all the disciplines. Out of 90, 68 responded (75.55%), among the 68 respondents, 51 (75%) belongs to female community and 17 (25%) belongs to male. The age of the respondents were grouped into two as below 22 and above 22 of which 58.8% (40) respondents belongs to below 22 years and 41.2% (28) respondents are above 22 years of age. The perception on unisex clothing were identified based on 24 variables on a five point scale such as strongly disagree, disagree, no opinion, agree and strongly agree. Reliability test has administered to check the worthiness of the variables, the Cronbach's Alpha value which works out to 0.927 and indicates that all the variables thus taken up for the study is excellent. In order to reduce the variables in to groups, factor analysis has been employed. Initially the rotated component matrix identified 5 components and they are named as Perceive, Attitude, Usefulness, Comfort and Environment. Out of the five components, perception has 12 variables. In order to group these 12 variables, again factor analysis has been employed. The rotated component matrix extracted 4 components which were named as Compatibility, Aesthetics, Intention and Ease of Use. In all, the perception on unisex clothing among the fashion designers were based on Aesthetics, Attitude, Comfort, Compatibility, Ease of Use, Environment, Purchase intention and Usefulness. The relative performance matrix has been carried out in order to identify the low, meet and high priorities on unisex clothing.

KEYWORDS: Unisex Clothing, Perception on Unisex Clothing, Conscious Among Fashion Designers & Reliability Analysis

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INTRODUCTION

The world of fashion has a long and varied artistic history. Trends change on a seasonal basis and often reflect the overall sentiment of culture at any given time. Today designs tend to be very avant-garde and are more art pieces than functional clothing. Taking inspiration from both modern and historical fashion can be a great way to infuse something new and fresh in designs which propagate the idea of unisex clothing.

Since the first days of human existence the clothes have been used for protection, and later it got the elements of social, cultural and economic differentiations. Each differentiation and each human activity gave us new aspects of clothes- Functional clothes are the segment of clothing in which the clothes pass the limits of conventional. The production of this kind of clothes integrates the domains of medicine, biotechnology,

nanotechnology, physics and computing in the aim of fulfilling multiple and complex demands of the users.

Clothes are one of those elements which make the difference between the people and the animals, because the humans are the only beings who created clothes. The practical function of the clothes is to protect human body from the dangers coming from the environment: weather (intense sun, extreme warmth and coldness), insects, dangerous animals and the nature itself. Clothes can protect us from many things that can injure a naked human body

Fashion is a term which includes popular styles in various spheres of human activities and thoughts in any time of the history. Styles can change quickly and lately the term fashion marks the latest version of a style in an area. Fashion plays an important role in functional clothes, too, not only because of its agreement with the civil fashion.

A new trend, unisex clothing, is fast catching up in Indian context especially among fashion designers. Also unisex clothing is considered to serve as an opposition and reaction to the 'normal', masculine and feminine clothing. This empowers the consumer and wearer of the unisex clothes by emphasising them as fashion forward, allowing them to communicate a fashion statement. Therefore, in this study an attempt has been made to identify the perception of unisex clothing among fashion designers.

REVIEW OF RELATED LITERATURE

Brave and bold fashion expression deviously influenced by comfort (Oxford dictionaries, 2014, Richard, 1998, Steele, 2005, Lupano, Vaccari, 2009, Dailymail, 2014, The fashion police, 2014, Onesie warehouse, 2014, Wikipedia, 2014) Flexibility, personality and professionalism are demands (Richard, 1998, Steele, 2005, Lupano, Vaccari, 2009). The realization of the unisex was accessed through one of the basic principles of design this was the representative appearance of the garment. But beside aesthetics, the focus was given on the apparel functionality.

TenaKolarić has provided an idea of innovate and design the unisex one-piece jumpsuit focuses on the pattern alterations that need to be made to fulfil functionality and user satisfaction of a newly designed onesie unisex jumpsuit. A new trend, unisex clothing, is fast catching up in Indian context especially among fashion designers. Sunitha et al (2017) studied an awareness on unisex clothing among the fashion designers.

OBJECTIVES

The objectives of the study are:

- To identify the fashion consciousness among the fashion designers
- To know the perception on unisex clothing among the fashion designers
- To identify the attitude towards unisex clothing
- To ascertain the usefulness and comfort on unisex clothing
- To know the opinion on environment concern of unisex clothing

HYPOTHESES

The hypotheses thus framed based on the objectives are:

- There is substantial fashion consciousness among the fashion designers

- There exists significant difference in perception on unisex clothing
- A difference in attitude on unisex clothing persists
- An unanimous opinion on usefulness and comfort on unisex clothing can be seen
- There exists unanimous opinion on environment on unisex clothing

SAMPLE

The Perception on unisex clothing among the fashion designers had been ascertained from the students of fashion designers. A total of 90 questionnaires distributed among the students across all the disciplines were distributed. Out of 90, 68 were responded (75.55%). Among the 68 respondents, 51 (75%) belongs to female community and 17 (25%) belongs to male. The age of the respondents were grouped into two as below 22 and above 22 years of which 58.8% (40) respondents belongs to below 22 years and 41.2% (28) respondents are above 22 years of age. Also, the researcher tries to identify the nativity of the respondents which also plays an important role in the awareness on the unisex clothing. Among the 68 respondents, 55 (80.9%) were from the urban background followed by 9 (13.2%) from semi urban. Very few of the respondents are from the rural background.

Table 1: Department-Wise Responses

| S. NO. | DEPARTMENT | NO. OF RESPONDENTS | PERCENT |
|--------------|--|--------------------|--------------|
| 1 | Fashion Design | 13 | 19.1 |
| 2 | Knitwear Design | 20 | 29.4 |
| 3 | Textile Design | 3 | 4.4 |
| 4 | Accessory Design | 12 | 17.6 |
| 5 | Fashion Communication | 9 | 13.2 |
| 6 | Fashion Technology (Apparel Production) | 4 | 5.9 |
| 7 | Fashion Management | 7 | 10.3 |
| Total | | 68 | 100.0 |

Data Analysis

To ascertain the perception on the unisex clothing, initially the respondents were asked whether they were interest in fashion were ascertained on two variables such as “I am interested in fashion” and “I try to keep myself up to date with fashion trend” in a five point scale such as strongly disagree, disagree, no opinion, agree and strongly agree”. The opinion were shown in table 2.

Table 2: Designing Unisex Clothing and Brand Awareness

| S. No. | Description | SD | D | No | A | SA | Total | Mean |
|--------|--|---------|---------|-----------|-----------|-----------|------------|------|
| 1 | I am interested in fashion | 5(7.3%) | 0(0.0%) | 0(0.0%) | 24(35.3%) | 39(57.4%) | 68(100.0%) | 4.35 |
| 2 | I try to keep myself up to date with fashion trend | 5(7.3%) | 0(0.0%) | 10(14.7%) | 26(38.3%) | 27(39.7%) | 68(100.0%) | 4.03 |

It can be seen from the table that out of the 68 respondents, 63 (92.7%) were either agreed or strongly agreed that the respondents were interested in fashion. Similarly 53 (78%) respondents either agreed or strongly agreed that they have information up to date with fashion trend. In all only 7.3% were strongly disagreed with the above. In the case of updating 10 (14.7%) respondents do not have any opinion. The mean value lies between 4.03 and 4.35 which indicate that

the value lies between agree and strongly agree. Since they are updating their knowledge, the perceptions on unisex clothing were identified from the respondents. The perception on unisex clothing has been identified using 24 variables on a five point scale such as Strongly disagree, disagree, no opinion, agree and strongly agree. The mean and standard deviation were calculated based on opinion. The ranks were assigned based on mean and standard deviation. The responses, mean, standard deviation and rank were shown in table 3.

Table 3: Perception on Unisex

| S. No | Description | SDA | | DA | | NO | | A | | SA | | Mean | STD. | Rank |
|-------|---|-----|-------|----|-------|----|-------|----|-------|----|-------|------|-------|------|
| 1 | Improve the quality of life | 0 | .0% | 7 | 10.3% | 17 | 25.0% | 40 | 58.8% | 4 | 5.9% | 3.60 | .756 | 17 |
| 2 | Improve my productivity | 2 | 2.9% | 11 | 16.2% | 16 | 23.5% | 32 | 47.1% | 7 | 10.3% | 3.46 | .984 | 20 |
| 3 | Clothing Useful | 2 | 2.9% | 5 | 7.4% | 7 | 10.3% | 37 | 54.4% | 17 | 25.0% | 3.91 | .958 | 7 |
| 4 | Uncomfortable | 14 | 20.6% | 14 | 20.6% | 35 | 51.5% | 5 | 7.4% | 0 | .0% | 2.46 | .905 | 24 |
| 5 | Rigid/Flexible | 7 | 10.3% | 10 | 14.7% | 21 | 30.9% | 28 | 41.2% | 2 | 2.9% | 3.12 | 1.044 | 22 |
| 6 | Difficult to move in / move out | 17 | 25.0% | 10 | 14.7% | 33 | 48.5% | 4 | 5.9% | 4 | 5.9% | 2.53 | 1.113 | 23 |
| 7 | Well coordinate | 3 | 4.4% | 8 | 11.8% | 14 | 20.6% | 39 | 57.4% | 4 | 5.9% | 3.49 | .938 | 19 |
| 8 | More compatible | 2 | 2.9% | 5 | 7.4% | 18 | 26.5% | 43 | 63.2% | 0 | .0% | 3.50 | .763 | 18 |
| 9 | Appropriate | 2 | 2.9% | 16 | 23.5% | 5 | 7.4% | 43 | 63.2% | 2 | 2.9% | 3.40 | .979 | 21 |
| 10 | Appearance Aesthetic appealing | 3 | 4.4% | 8 | 11.8% | 7 | 10.3% | 44 | 64.7% | 6 | 8.8% | 3.62 | .962 | 16 |
| 11 | Design Aesthetic appealing | 0 | .0% | 12 | 17.6% | 5 | 7.4% | 44 | 64.7% | 7 | 10.3% | 3.68 | .888 | 15 |
| 12 | Overall style appealing | 1 | 1.5% | 11 | 16.2% | 3 | 4.4% | 42 | 61.8% | 11 | 16.2% | 3.75 | .968 | 13 |
| 13 | Environmental problem important | 4 | 5.9% | 4 | 5.9% | 8 | 11.8% | 37 | 54.4% | 15 | 22.1% | 3.81 | 1.040 | 11 |
| 14 | Environmental problem cannot be ignored | 3 | 4.4% | 0 | .0% | 8 | 11.8% | 38 | 55.9% | 19 | 27.9% | 4.03 | .897 | 4 |
| 15 | Care about environmental problem | 1 | 1.5% | 2 | 2.9% | 11 | 16.2% | 24 | 35.3% | 30 | 44.1% | 4.18 | .913 | 1 |
| 16 | Good | 5 | 7.4% | 0 | .0% | 7 | 10.3% | 48 | 70.6% | 8 | 11.8% | 3.79 | .923 | 12 |
| 17 | Favourable | 0 | .0% | 4 | 5.9% | 14 | 20.6% | 38 | 55.9% | 12 | 17.6% | 3.85 | .778 | 9 |
| 18 | Wise | 2 | 2.9% | 3 | 4.4% | 12 | 17.6% | 46 | 67.6% | 5 | 7.4% | 3.72 | .789 | 14 |
| 19 | Intend to try these clothes | 5 | 7.4% | 3 | 4.4% | 4 | 5.9% | 42 | 61.8% | 14 | 20.6% | 3.84 | 1.045 | 10 |
| 20 | When it becomes available | 0 | .0% | 10 | 14.7% | 2 | 2.9% | 37 | 54.4% | 19 | 27.9% | 3.96 | .953 | 6 |
| 21 | Purchase these clothes | 2 | 2.9% | 1 | 1.5% | 9 | 13.2% | 46 | 67.6% | 10 | 14.7% | 3.90 | .775 | 8 |
| 22 | Clear & Understandable | 5 | 7.4% | 3 | 4.4% | 0 | .0% | 39 | 57.4% | 21 | 30.9% | 4.00 | 1.079 | 5 |
| 23 | Easy to use | 0 | .0% | 3 | 4.4% | 14 | 20.6% | 29 | 42.6% | 22 | 32.4% | 4.03 | .846 | 3 |
| 24 | Not require lot of effort | 2 | 2.9% | 1 | 1.5% | 2 | 2.9% | 44 | 64.7% | 19 | 27.9% | 4.13 | .790 | 2 |

The mean value of the perception of unisex ranges between 3.12 and 4.18 except uncomfortable and difficult to move in and move out which indicates all the variables lies between agree and strongly agree. The standard deviation ranges between 0.775 and 1.113 which indicates there is no significant deviation and respondents' opinion. The first three preferences are given for care about environmental problems; not require lot of efforts and ease to use. The least preferences were given for uncomfortable, difficult to move in and move out and rigid/flexible.

Data Reliability

To ensure that the research produces reliable findings and results, a reliable tool would need to be employed. Moreover, the exploratory nature of this study necessitated the need to conduct some form of test to check whether items used in the measures are tapping into the same construct (variables) or not. Such test was accomplished through the use of factor analysis. According to Coakes and Steed (2003), factor analysis is a data reduction technique used to reduce a large number of variables to a smaller set of underlying factors that summarize the essential information contained in the variables. Two widely used methods in factor analysis are Principal Components and Principal Axis Factoring. However, this study adopted the former and applied it to all variables that employed multi-items measures.

Reliability is concerned with consistency of a variable. There are two identifiable aspects of this issue: external and internal reliability. Nowadays, the most common method of estimating internal reliability is Cronbach alpha (α). The formula used is

$$\alpha = \frac{K}{K-1} \left(1 - \frac{\sum_{i=1}^K \sigma_{Y_i}^2}{\sigma_X^2} \right) \quad [1]$$

A commonly accepted rules for describing internal consistency using Cronbach alpha (Cronbach, Lee and Shavelson 2004) are $\alpha \geq 0.9$ (Excellent), $0.9 > \alpha \geq 0.8$ (Good), $0.8 > \alpha \geq 0.7$ (Acceptable), $0.7 > \alpha \geq 0.6$ (Questionable), $0.6 > \alpha \geq 0.5$ (Poor) and $0.5 > \alpha$ (Unacceptable). In order to test the variables, the reliability analysis has been carried out. The Cronbach alpha (α) VALUE for the different categories of perception on unisex clothing which are calculated and the same has been shown in table 4.

Table 4: Reliability Test – Cronbach's Alpha Value

| CRONBACH'S ALPHA | N OF ITEMS |
|------------------|------------|
| 0.927 | 24 |

Rotated component matrix were calculated to identify the groups and the same is shown in Table 5. The 24 variables are grouped using the factor analysis. The rotated component matrix has been employed which divides the 24 variables into 5 components and the same is shown in table 5.

Table 5: Perception on Unisex Clothing - Rotated Component Matrix^a

| S.NO. | VARIABLE CODE | DESCRIPTION | PERCEIVE | ATTITUDE | USEFULNESS | COMFORT | ENVIRONMENT |
|-------|---------------|--------------------------------|----------|----------|------------|---------|-------------|
| 1 | PE1 | Intend to try these clothes | .913 | | | | |
| 2 | PE2 | Appearance Aesthetic appealing | .886 | | | | |
| 3 | PE3 | Not require lot of effort | .872 | | | | |
| 4 | PE4 | When it becomes | .850 | | | | |

| | | | | | | | |
|----|------|---|------|------|------|------|------|
| | | available | | | | | |
| 5 | PE5 | Design Aesthetic appealing | .751 | | | | |
| 6 | PE6 | Well coordinate | .743 | | | | |
| 7 | PE7 | Clear & Understandable | .735 | | | | |
| 8 | PE8 | Purchase these clothes | .671 | | | | |
| 9 | PE9 | Easy to use | .644 | | | | |
| 10 | PE10 | Appropriate | .620 | | | | |
| 11 | PE11 | More compatible | .482 | | | | |
| 12 | PE12 | Overall style appealing | .421 | | | | |
| 13 | PA1 | Good | | .878 | | | |
| 14 | PA2 | Wise | | .821 | | | |
| 15 | PA3 | Favourable | | .715 | | | |
| 16 | PU1 | Improve the quality of life | | | .886 | | |
| 17 | PU2 | Clothing Useful | | | .785 | | |
| 18 | PU3 | Improve my productivity | | | .773 | | |
| 19 | PC1 | Uncomfortable | | | | .938 | |
| 20 | PC2 | Difficult to move in / move out | | | | .906 | |
| 21 | PC3 | Rigid/Flexible | | | | .723 | |
| 22 | EC1 | Environmental problem cannot be ignored | | | | | .815 |
| 23 | EC2 | Care about environmental problem | | | | | .730 |
| 24 | EC3 | Environmental problem important | | | | | .690 |

Table 6: Total Variance for Perception on Unisex Clothing

| Component | Initial Eigen Values | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|---|----------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % Of Variance | Cumulative % | Total | % Of Variance | Cumulative % | Total | % Of Variance | Cumulative % |
| 1 | 10.270 | 42.791 | 42.791 | 10.270 | 42.791 | 42.791 | 7.543 | 31.429 | 31.429 |
| 2 | 3.676 | 15.318 | 58.109 | 3.676 | 15.318 | 58.109 | 3.919 | 16.330 | 47.759 |
| 3 | 2.782 | 11.592 | 69.700 | 2.782 | 11.592 | 69.700 | 3.288 | 13.701 | 61.460 |
| 4 | 1.780 | 7.418 | 77.118 | 1.780 | 7.418 | 77.118 | 2.810 | 11.709 | 73.169 |
| 5 | 1.251 | 5.213 | 82.331 | 1.251 | 5.213 | 82.331 | 2.199 | 9.162 | 82.331 |
| 6 | .893 | 3.722 | 86.053 | | | | | | |
| 7 | .722 | 3.008 | 89.061 | | | | | | |
| 8 | .519 | 2.163 | 91.224 | | | | | | |
| 9 | .477 | 1.989 | 93.213 | | | | | | |
| 10 | .393 | 1.638 | 94.851 | | | | | | |
| 11 | .297 | 1.237 | 96.088 | | | | | | |
| 12 | .203 | .844 | 96.932 | | | | | | |
| 13 | .178 | .740 | 97.672 | | | | | | |
| 14 | .149 | .619 | 98.291 | | | | | | |
| 15 | .140 | .582 | 98.872 | | | | | | |
| 16 | .071 | .296 | 99.169 | | | | | | |
| 17 | .064 | .267 | 99.436 | | | | | | |
| 18 | .051 | .212 | 99.648 | | | | | | |
| 19 | .028 | .117 | 99.765 | | | | | | |
| 20 | .022 | .093 | 99.858 | | | | | | |
| 21 | .017 | .072 | 99.931 | | | | | | |
| 22 | .014 | .056 | 99.987 | | | | | | |
| 23 | .003 | .011 | 99.998 | | | | | | |
| 24 | .001 | .002 | 100.000 | | | | | | |
| Extraction Method: Principal Component Analysis. | | | | | | | | | |

As shown in table 5, the components were named based on the variables as Perception, Attitude, Usefulness, Comfort and Environment. Eigen values were calculated for the same variables. These five factors have Eigen values greater than 1. "1" was the criterion for retention of a factor, which indicates that only the five components are to be extracted. It can be seen that the variances were evenly distributed in the rotated sum of the squared loading 31.429%, 47.759%, 61.460%, 73.169% and 82.331% respectively, which shows that the 24 variables are interpretable. (Table 6)

Out of the 24 variables, 12 variables were formed as one component which has been named as "preciseness".

Reliability test has been administered to these 12 variables in order to identify the reliability of the variables which is shown in table 7.

Table 7: Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| 0.926 | 12 |

The Cronbach's Alpha value works out to 0.926 for these 12 variables which indicates that the variables are indicated as excellent. Therefore these 12 variables further reduce into smaller components. The rotated components for these 12 variables were shown in table 8.

Table 8: Perceivedness on Unisex Clothing - Rotated Component Matrix^a

| S. No. | Factors | Component | | | |
|---|--------------------------------|---------------|------------|-----------|-------------|
| | | Compatibility | Aesthetics | Intention | Ease of Use |
| 1 | Well coordinate | .844 | | | |
| 2 | More compatible | .885 | | | |
| 3 | Appropriate | .768 | | | |
| 4 | Appearance Aesthetic appealing | | .836 | | |
| 5 | Design Aesthetic appealing | | .758 | | |
| 6 | Overall style appealing | | .873 | | |
| 7 | Intend to try these clothes | | | .780 | |
| 8 | When it becomes available | | | .710 | |
| 9 | Purchase these clothes | | | .729 | |
| 10 | Clear & Understandable | | | | .680 |
| 11 | Easy to use | | | | .785 |
| 12 | Not require lot of effort | | | | .932 |
| Extraction Method: Principal Component Analysis. | | | | | |
| Rotation Method: Varimax with Kaiser Normalization. | | | | | |
| a. Rotation converged in 8 iterations. | | | | | |

Table 9: Total Variance for Perceivedness on Unisex Clothing

| Component | Initial Eigen values | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|--|----------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 6.849 | 57.079 | 57.079 | 6.849 | 57.079 | 57.079 | 4.175 | 34.793 | 34.793 |
| 2 | 1.781 | 14.844 | 71.923 | 1.781 | 14.844 | 71.923 | 2.876 | 23.965 | 58.758 |
| 3 | 1.139 | 9.493 | 81.416 | 1.139 | 9.493 | 81.416 | 2.075 | 17.292 | 76.050 |
| 4 | .761 | 6.342 | 87.758 | .761 | 6.342 | 87.758 | 1.405 | 11.708 | 87.758 |
| 5 | .458 | 3.817 | 91.575 | | | | | | |
| 6 | .320 | 2.666 | 94.241 | | | | | | |
| 7 | .206 | 1.713 | 95.953 | | | | | | |
| 8 | .177 | 1.477 | 97.430 | | | | | | |
| 9 | .119 | .991 | 98.422 | | | | | | |
| 10 | .108 | .901 | 99.323 | | | | | | |
| 11 | .055 | .455 | 99.778 | | | | | | |
| 12 | .027 | .222 | 100.000 | | | | | | |
| Extraction Method: Principal Component Analysis. | | | | | | | | | |

As shown in table 8, the components were named based on the variables as Compatibility, Aesthetics, Intention and Ease of Use. Eigen values were calculated for the same variables. These four components have Eigen values of almost 1. "1" was the criterion for retention of a factor, which indicates that only four components are to be extracted. It can be seen that the variances were evenly distributed in the rotated sum of the squared loading 34.793%, 58.758%, 76.050% and

87.758% respectively, which shows that the 12 variables are interpretable. (Table 9).

The 9 concepts which were taken for the study have been ranked based on the mean value and the same is shown in table 10.

Table 10: Ranking of Concepts

| S. No. | Concepts | Mean | Rank |
|--------|----------------------|------|------|
| 1 | Consciousness | 4.19 | 1 |
| 2 | Usefulness | 3.66 | 7 |
| 3 | Comfort | 2.70 | 9 |
| 4 | Compatibility | 3.46 | 8 |
| 5 | Aesthetic Attributes | 3.68 | 6 |
| 6 | Environment Concern | 4.01 | 3 |
| 7 | Attitude | 3.79 | 5 |
| 8 | Purchase Intention | 3.90 | 4 |
| 9 | Ease of use | 4.05 | 2 |

It is inferred from table 10 that, the concept Consciousness has been placed as first rank with a mean value of 4.1 followed by ease of use (4.05) and Environment concern (4.01). It is also interesting to note that the respondents have given the least importance to the comfort (2.70) on the unisex clothing followed by compatibility (3.46). This shows that the respondents are very conscious on unisex clothing and the other concepts comes later.

Relative Performance Matrix

Relative performance matrix on unisex clothing based on perception has been carried out. The perception were categorised as low, meet and high. The same is shown in table 11.

Table 11: Relative Performance Matrix for Unisex Clothing

| | High | Meets | Low |
|-------|--|--|--|
| High | <ul style="list-style-type: none"> Interested in fashion Upto date with fashion | <ul style="list-style-type: none"> Clear & Understandable Easy to use Not require lot of effort | <ul style="list-style-type: none"> Environmental problem cannot be ignored Care about environmental problem Environmental problem important |
| Meets | <ul style="list-style-type: none"> Intend to try these clothes When it becomes available Purchase these clothes | <ul style="list-style-type: none"> Good Wise Favourable | <ul style="list-style-type: none"> Appearance Design Overall style |
| Low | <ul style="list-style-type: none"> Improve the quality of life Clothing Useful Improve my productivity | <ul style="list-style-type: none"> Well coordinate More compatible Appropriate | <ul style="list-style-type: none"> Uncomfortable Difficult to move in / move out Rigid/Flexible |

The low preferences of unisex clothing were identified as uncomfortable, difficult to move in/move out and rigid/flexible. The high perception on unisex clothing were interested in fashion and upto date with fashion. Each block has been named and the same is shown in table 12.

Table 12: Relative Performance Matrix for Unisex Clothing

| | High | Meets | Low |
|-------|------------------------------|----------------------|-----------------------------|
| High | Fashion Consciousness (4.19) | Ease of use (4.05) | Environment Concern (4.01) |
| Meets | Purchase Intention (3.90) | Attitude (3.79) | Aesthetic Attributes (3.68) |
| Low | Usefulness (3.66) | Compatibility (3.46) | Comfort (2.70) |

Three high preferences for perception on unisex clothing are Fashion Consciousness, Ease of use and Environment Concern. It must meet aesthetic attributes, attitude, purchase intention, compatibility and ease of use. The least perceptions were comfort, compatibility and usefulness,

CONCLUSIONS

A new trend, unisex clothing, is fast catching up in Indian context especially among fashion designers. This study reveals that there exists fashion consciousness among the fashion designers. A total of 90 questionnaires distributed among the students across all the disciplines. Out of 90, 68 responded (75.55%). In all, the perception on unisex clothing among the fashion designers were based on Aesthetics, Attitude, Comfort, Compatibility, Ease of Use, Environment, Intention and Usefulness. The relative performance matrix has been carried out in order to identify the low, meet and high priorities on unisex clothing. The perception on unisex clothing were identified based on 24 variables on a five point scale such as strongly disagree, disagree, no opinion, agree and strongly agree. Reliability test has administered to check the worthiness of the variables, the Cronbach's Alpha value works out to 0.927 which indicates that all the variables thus taken up for the study is excellent. The factor analysis paved way for reducing the 24 variables into eight components. In all, the perception on unisex clothing depends upon Aesthetics, Attitude, Comfort, Compatibility, Ease of Use, Environment, Intention and Usefulness.

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